

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Amitay Einat et al

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Serial No.: 10/675155

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Title: PERSONAL INDEX OF ITEMS IN PHYSICAL PROXIMITY TO A USER

Commissioner for Patents
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ASSOCIATE POWER OF ATTORNEY

The undersigned attorney, who has been appointed as an attorney in the combined Declaration and Power of Attorney in the above-identified application, hereby appoints Heidi Brun, USPTO Reg. # 34,504, Heidi Brun Associates Ltd., BIG Center; 1 Yigal Alon Blvd; Bet Shemesh, 99062; Israel, Phone 972-2-633-5021, as attorney to prosecute this application and to transact all business in the Patent and Trademark Office in connection therewith.

Respectfully submitted,

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